



To: Alliance Members

From: Deborah Markenson

Subject: Update on Campaign Activities—*Live Like Your Life Depends On It*

Date: December 14, 2007

The trees still had their leaves when the last update was forwarded. As the winter solstice approaches, the holiday season warms us and the New Year promises fresh events, I want to update you on the many new campaign activities and materials.

- All materials are currently in stock and you can easily place orders by using the online order form: <http://www.dhss.mo.gov/ChronicDisease/ChronicDiseaseForm.html>. The Department of Health and Senior Services' (DHSS) warehouse has been shipping orders in a timely manner but if you experience any problems or believe you have extenuating circumstances that warrant quantities that exceed our current limits, please notify Brian Tordoff by email (brian.Tordoff@dhss.mo.gov) or by phone (573-522-2800).
- Included with this message are the 2008 plans. These were formulated based on the strategic planning process at the last Live Well Alliance meeting in September 2007 facilitated by John Temporiti and Eric Karlovic, The Hughes Group, Inc. They subsequently conducted an analysis and provided recommendations that were discussed by a core group in November. We welcome any additional suggestions that you might have. At this time planned activities are based on funding in the bank.
- DHSS awarded this project with continuing funding from the Preventive Health and Health Services Block Grant. In addition, the Health Care Foundation of Greater Kansas City approved a proposal to launch a focused campaign in their service area (Jackson, Lafayette and Cass Counties). Other DHSS programs are contributing funds for the campaign to expand the materials available for those with chronic diseases, with emphasis on those at risk for heart disease, stroke and diabetes. Proposals are being written to secure additional funds for the 2008 efforts.
- Eric Karlovic has been coordinating the campaign efforts for the Kansas City area supported by the HCF-KC. Currently over 200 partners will be invited to attend the kick-off event on January 4, 2008. HCF-KC identified high-risk, low-income adults as their priority population and communication efforts are targeting channels that most effectively reach them.
- A series of eight new posters have been developed to reach other segments of the adult population including women, those in the younger range of the target audience, Hispanic and African American and those in rural settings. All of these should be in the warehouse sometime in January and eight new message cards will follow. Several of these items will be available in Spanish. Please note that research says that those who are 45 years of age often see themselves in a much younger light so the materials have pictures of "young-looking" 45 year olds. Also we have several of the posters using a "loss-frame" approach that literature concludes might prompt some of the more complacent in the target audience to take action on the messages.

- The Hughes Group is developing a dynamic Web site for our consumers. This site will provide additional information on campaign messages, resources and other materials available. This will be a companion to the Department's webpage that was developed for partner agencies. We hope to go live the end of January.
- Baseline data for evaluation purposes is being collected through telephone surveys of 1000 adults in the target audience. This survey is being conducted by the Center for Advance Social Research, University of Missouri-Columbia and will be replicated twice in 2008.
- Partners enjoyed the impressive summary of activities that we circulated this fall. We'd love to hear from you regarding what you have been doing since October. Please send us a brief description of your activities for the last three months. Simply tell us what you did, when you did it and any comments or after-the-event insights you gained and DHSS will compile and circulate to all. These can be forwarded care of Brian Tordoff at Brian.Tordoff@dhss.mo.gov.

Wishing you the best for the New Year and stay posted for new materials and resources so we can help more
Live Like Your Life Depends On It.

